

Message Text

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15
ACTION EA-09

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R 220251Z SEP 76
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UNCLAS BANGKOK 26346

E.O. 11652: N/A
TAGS: BEXP, TH
SUBJ: WTDR/FTI - S.L. ENGINEERING LTD. PART.

REF : USDOC 14126

1. THAILAND 2. CNTRY CODE: 549 3. SER.NO: N/A

4. S.L. ENGINEERING LTD. PART.

4A. CODE: P

5. 2384 NEW PETCHBURI ROAD

6. BANGKOK, THAILAND

7. ESTABL: 19738. EMPL: 8 9. SIZE: (21-X) SMALL

10. REPUTATION: (22-X) GOOD

11. SELLS ITS PRODUCTS IN THE FOLLOWING FOREIGN AREAS LISTED IN
ORDER OF IMPORTANCE: LOCAL MARKET

12. RPT. DATE: 09/76

13A. 35111/1235 IMPORTER AND DISTRIBUTOR OF GENERATOR SETS, UNITS
AND PARTS.

13V. 35891/1235 IMPORTER AND DISTRIBUTOR OF COOKING EQUIPMENT,
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COMMERCIAL AND HOSPITAL.

13C. 36344/1235 IMPORTER AND DISTRIBUTOR OF ELECTRICAL
HOUSEHOLD APPLIANCES.

14. CONTACT: TIENCHAI PHADUNGCHAROEN TITLE: MANAGING PARTNER/

15. CABLE: N/A 16. TELEX: N/A 17. TEL:391-3321, 392-6163

18. FINANCIAL REFS: BANGKOK METROPOLITAN BANK LTD.,
2 CHALERMKHEE 4 ST., BANGKOK

19. TRADE REFS: N/A

20. AGENCY REP: H.D. SHELDON & COMPANY, INC., 104 FIFTH AVENUE,
NEW YORK, NEW YORK 10001, KITCHEN EQUIPMENT,
ACQ: 1976.

21. SUBJECT FIRM WAS ESTABLISHED IN 1973 WITH REGISTERED CAPITAL
OF \$100,000 BY MR. SALA PHADUNGCHAROEN AND HIS TWO SONS AND ONE
DAUGHTER. (EACH HAS 25 PER CENT OF TOTAL EQUITY.) MR. SALA ALSO
IS THE OWNER AND MANAGER OF PHADUNG CHAROEN PHANICH (WTDR 7/72),
AN IMPORTER AND DISTRIBUTOR OF BOILERS AND LAUNDRY EQUIPMENT,
WHICH IS LOCATED AT THE SAME ADDRESS. S.L. ENGINEERING IS
REGISTERED AS AN IMPORTER, EXPORTER AND LOCAL DISTRIBUTOR OF
AGRICULTURAL PRODUCTS, STEAM GENERATORS, MEDICAL EQUIPMENT, BOILERS,
COOKING EQUIPMENT AND ELECTRICAL HOUSEHOLD APPLIANCES. ALTHOUGH FIRM
HAS BEEN INCORPORATED FOR ALMOST THREE YEARS, IT JUST STARTED
DOING BUSINESS EARLY THIS YEAR. FIRM'S 1976 SALES ARE ESTIMATED
TO BE ABOUT \$10,000. BANKING SOURCE REPORTS FIRM HAS MAINTAINED
A PROPERTY CONDUCTED ACCOUNT WITH ONE OF ITS BRANCH OFFICES.
AN OVERDRAFT FACILITY, EXTENDED BY ITS BANKER, HAS BEEN PROPERTY
USED. SINCE FIRM IS NEW IN BUSINESS, IT HAS NOT AS YET ESTABLISHED
A REPUTATION IN LOCAL BUSINESS, IT HAS NOT AS YET ESTABLISHED
A REPUTATION IN LOCAL BUSINESS CIRCLES, BUT ITS OWNERS ARE WELL
REGARDED BY LOCAL COMMERCIAL CIRCLES. THEREFORE, FIRM CAN BE
RECOMMENDED AS A TRADING PARTNER FOR AMERICAN FIRMS.

2. PREPARED BY: S. SAMRAN APPROVED BY: J. SAVERY
AT: AMEMBASSY BANGKOK
BURKE
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